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62.11

Catalog of 

**Super Seeds**

**Melons and Cucumbers**

—grown by—

**WESTERN SEED GROWERS CO.**

**ROCKY FORD, COLORADO**

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For \_\_\_\_\_

P. O. \_\_\_\_\_

Street \_\_\_\_\_

R. F. D. \_\_\_\_\_ State \_\_\_\_\_

## Western Seed Growers Company

The modern buyer of seeds, knowing there are thousands of retail seed concerns in the country, on receiving a catalog is more or less interested in ascertaining what special advantages the company issuing it have for supplying good value in seeds. We believe these advantages are more important than good illustrations or graphic descriptions, hence we are going to tell you something about this on the first page.

The men composing the Western Seed Growers Company have been engaged in the growing of the various vine crops catalogued here for more than twenty years. This experience has varied from growing a small crop of shipping melons to the growing of hundreds of acres for seed only. During this time we have had training as foremen and inspectors for some of the largest seed growing concerns and commission houses. Every phase of the industry has come under our care, including the comparison of different strains, breeding, stock seed, selecting and preparing the seed for market. We have had occasion to visit many other growing sections and also the markets where crops were being disposed of. We have seen the Rocky Ford cantaloupe developed from the old Netted Gem as it came from Spain through many variations until now it is a much better melon. In watermelons and cucumbers we have also seen the coming and going of many varieties and in the light of these experiences believe we know the sort of seeds needed to produce a profit for the growers of the country under present conditions.

We are growing these seeds in the Arkansas Valley, adjacent to Rocky Ford. This district is noted for producing the highest quality seeds of the kind here catalogued. We are using the best of soils in connection with the very best of planting stocks. Labor is both experienced and interested in the production of quality as well as quantity. We maintain one of the largest trial grounds in the valley. This we use to keep check of the various stocks on the market as well as to compare varieties and thereby keep up to date on what is best in the different varieties we handle. We are sure we produce as good seed as is being produced, and by selling it direct to the planter give them every assurance that it is just as represented to be.

All seed offered is grown by ourselves and when the supply on hand is exhausted we have to refund your money, as we do not buy to replenish. For this reason we ask that you order early and avoid disappointment. We sell but one grade only—the best. This we call our Super Seed grade, conforming to Webster's definition of Super as an unusually excellent grade, quality, degree or the like. If you are already using seed from another source we will be pleased to have you plant this Super Seed in comparison, no matter what you have paid for or how well you are pleased with the stocks you are now using.

Terms are cash with order. While we have used the greatest care in the production of the seed we sell and have confidence that they will give best of satisfaction, in view of the many influences encountered by the crop over which we have no control, we do not guarantee, nor will we be in any way responsible for the crop produced therefrom.

## ORDER BLANK

**WESTERN SEED GROWERS CO.**

ROCKY FORD, COLO.

**Forward by** .....

**Your name:** .....

Street address, if any .....

Postoffice: ..... R. D. No.....

**County:** ..... **State:** .....

Freight or Express office, if different from P. O.

**Amount enclosed: \$**..... **Date** .....

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**WESTERN SEED GROWERS COMPANY**

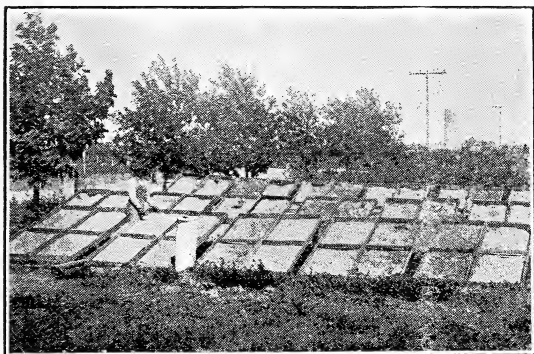
## FREE SEEDS

We want to get the names of all those who grow melons or garden truck for market on our mailing list. On the space below write the names of five of your neighbor growers and we will send you a ten cent packet of any seed listed in this catalog.

[illegible]

## WESTERN SEED GROWERS COMPANY

One of our widely circulated farm papers has been running a series of articles entitled "Where I Would Plant My Orchard." Where and when are two problems which cantaloupe and watermelon growers also like to discuss. Hearing of large profits being made in some distant state one is apt to conclude that location is of prime importance. After watching many men try to pick a profitable season to plant largely or to find a state where melons always pay, we are of the opinion that the men who have profited most through melon growing are the ones who have thoroughly mastered growing them in the old home locality. The man that hits the high market is the one who grows melons every year. The growing of these crops is a complex problem and is not mastered thoroughly in one season, and so many factors influence both production and prices that one is never able at planting time to know whether the season will show a profit or not. On getting information of how many acres is to be planted in the coming season, one is tempted to think it is too many for profit, or too few to supply the market, but the chances are that by harvest conditions will have changed completely from what they were at planting time.



### Drying Cantaloupe Seed in the Sun

In many parts of the United States are markets practically unsupplied with home grown cantaloupes and melons. Since the advent of the automobile and the automobile trails there are many good locations where a roadside offering of melons will pay handsomely. Where this condition exists there is no truck crop that will produce as many net returns for the investment as will good melons. The supposition that good melons are only produced in the West is disproved by the quality of the Montreal, Canada; Rochester, N. Y.; Muscatine, Ia., productions which sell high in competition with any district. Fully one-half of the states have local melon shipping stations whose melons sell at a good profit in competition with the more expensively freighted melons from the West. Because of the high freights and his ability to place his product on the market in a fresher picked stage the local grower has a great advantage. He has a further advantage in being able to use the higher flavored softer melons which will not bear long distance shipping. Such melons as the Knight, Tip Top, Bender's Surprise and Golden Heart's have a great popularity and can only be had of the local grower.

## WESTERN SEED GROWERS COMPANY

### Western Grown Watermelon Seed

Long before the cantaloupe was christened, the father-in-law of the famous scout, Kit Carson, introduced the Rocky Ford watermelon to the trappers and traders who were the sole white inhabitants of this section. Since then the irrigation canals have been built, farmers have come in who grow many crops of great excellence. Rocky Ford has gained a reputation as the producer of quality farm products but of the many she produces none are more outstandingly good than her watermelons. After giving due credit for the congenial soil and climate and intelligent and thorough cultivation, there is still no doubt but that much of the credit is due to the home raised seed. And it is a fact that of the hundreds of growers here no one ever thinks of risking seed from another section.

Owing to the high price of labor and land we have been unable to compete in price with the Southern watermelon seed growers who use the cheaper colored labor and low-priced Southern land. In no other branch of the seed trade has the price factor been so dominant as in the growing of this seed. Price cutting has been carried on to such an extent that proper expense for decent stocks and equipment has been impracticable. All connected have suffered in consequence, the users of the seed most of all. In the production of this seed it has been necessary to use untrained improperly equipped growers who were paid solely for quantity. We state this not in criticism of the growers who were doing their honest best to deliver quantity at the price offered but to remind the planter, who with his demand for low priced seed is as much to blame as any one, that it is pretty hard to secure excellence without great labor, or its equivalent in cash. We are offered seed for half, or less than half, what it costs to produce our Super Seed grade. We are not able therefore to compete in price with all comers but are confident that for your money we offer a value excelled by no one.

### Western Grown Tom Watsons

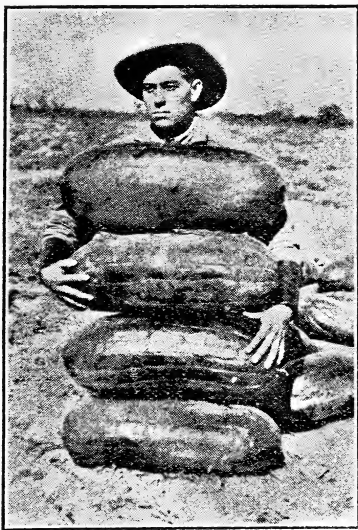
The Tom Watson watermelon, in the few years since it has been introduced to the American market, has become the most generally used of all melons. No other melon has ever so nearly become the choice of all markets as has the Watson. Probably of no other melon is there as small amount of really good seed to be had. An extra fifty cent piece per acre spent for quality seed is repaid many times over at harvest time.

It is a medium sized, long shaped melon with the popular mottled dark green rind of excellent carrying quality. The flesh is of excellent color and texture with brownish colored seeds. Famous for producing large crops of medium early melons and is in most districts planted for main crop. Growers in the Rocky Ford District say it produces 50 percent more tons per acre than any other melon they have tried and sells nearly as well as any. Like all of our seed, we grow this here by white labor on irrigated sandy land where stem end rot, wilt, and wild citrons are unknown. Our stock is fine and cut from large sized melons only.

We offer but one grade, our Super Seed, only while the present stock on hand lasts: Per pound \$1.25, prepaid; ten pounds or more, not prepaid, \$1.00 per pound; packet, 10 cents,



## WESTERN SEED GROWERS COMPANY



Western Grown Kleckly Sweets

The Kleckly Sweet is America's great home garden and local market melon. Like the Tom Watson it is a long melon with a dark green rind and medium size. Its eating qualities are universally acknowledged to be unsurpassed. It is second early in season. If you grow for local market this melon will undoubtedly make you money.

Our stock of this has been grown here for many years and differs a trifle from the Southern stock in that it features the crease more and has a more substantial rind. With care in packing it has been shipped 200 miles with profit as it outsells the strictly shipping melons on account of its quality.

We offer, as long as it lasts, seed of our own growing only, one grade; our Super Seed at \$1.25 per lb. prepaid; 10 lbs. or more \$1.00 per lb. not prepaid; packet 10 cents.

### Irish Grey

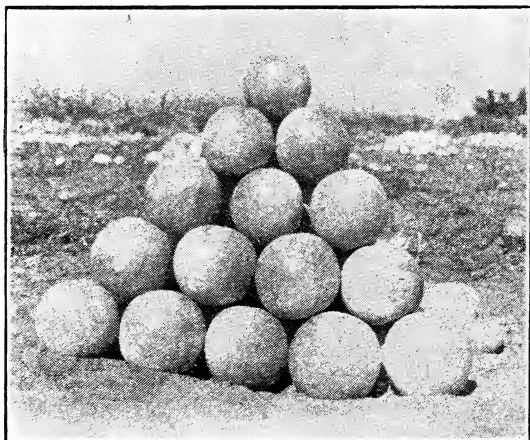
This recently introduced melon is gaining in favor in many markets on account of its very fine quality. It ships well and pleases markets wanting light colored melons or growing districts troubled with sunburn. Order early as our seed is limited this season. Super Seed grade: pound \$1.25 prepaid; 10 pounds or more, not prepaid, \$1.00 per pound; packet 10 cents.

## WESTERN SEED GROWERS COMPANY

### Excell Watermelon

Another melon of very recent introduction which is coming into large use as a shipping melon. It is used where an extra large melon of extra good quality and dark seed in demand. No other melon can compete with this with some classes of hotel and restaurant trade. You will like the eating qualities.

This melon would be in much wider use today had it not had its reputation ruined by unprincipled speculators selling large quantities of other varieties of worthless melons to customers calling for Excell. Price, Super Seed grade: \$1.50 per pound prepaid; ten pounds or more, not prepaid, \$1.25; packet, 10 cents. Our stock is limited so order early.



### Volga or Winter Queen

A little round white melon with faint green markings. Seven to ten inches in diameter, with black seeds. Flesh firm and of very good quality. New Orleans and Minneapolis call it their best early melon. Seattle wants it for main crop. Imperial Valley likes it because it does not sunburn in their fierce sun. Rocky Ford calls it a winter melon and in October ships them to Eastern markets in Honey Dew crates. The Russian pickles them in brine and eats them the year round. A very unique and valuable melon.

Super Seed grade, \$1.50 per pound, prepaid; ten pounds or more, not prepaid, \$1.25 per pound; packet, 10 cents.

## Cantaloupe Culture

On account of the vast difference in conditions prevailing in various sections of the country it is useless to lay down specific rules for raising cantaloupes. What will do in one place being utterly impracticable in another. However, there are a few principles which are so basic that they should be observed wherever melons are grown.

Generally speaking the best soils for cantaloupes are sandy loams or sandy soil containing considerable fertility. New land or pasture sod is good, so is alfalfa sod, but in all of these the second year is the best. Good melons need good fertility, but when it comes to manures, artificial fertilizer and green manures, the application of these vary so much in different localities that the only general statement to be made is to get land that will produce other crops abundantly, as good quantities of well flavored standard sized melons can not be made without fertility.

Because a cantaloupe plant feeds near the surface do not think of shallow plowing. While roots do lie near the surface they feed as deep as you are likely to plow. In cultivating, as the vines begin to run cease going deep, as the land as far out as the vines reach is one mass of roots and a deep running cultivator will prune them to their great damage. A cantaloupe plant makes at least as much root as vine, counting the little feeder root hairs quite a bit more.

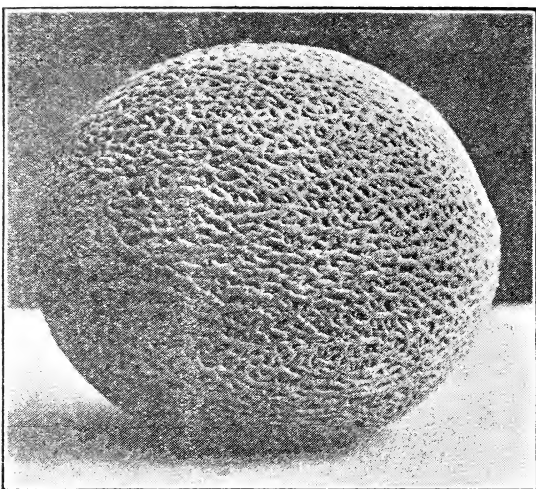
The field should be well drained and the row or hill should be well elevated in order that the plant can grow in dry aerated soil. Planting time is the same as for corn. As early melons generally pay best it pays well to plant early enough to be risky, putting a second planting between each hill about the time the first ones are coming up. If frost destroys the first planting the second brings on the crop. Little is gained by close planting and where seed is drilled in the row it should be thinned out early and to a good distance. Five by five feet is the minimum distance and it will generally improve the fruits to have the distance greater than that.

Cultivation should be frequent enough to prevent crust forming or weeds getting a start. It should be deep until the roots start to run, after which care should be taken to not molest them, as root pruning will retard growth.

Harvesting is the important operation, as the time the melon is picked determines its quality. Where labor is plentiful and capable the best quality melons will be picked on the full slip. However, most of the Western melons are picked on a forced "half slip" with satisfactory results. While growers and handlers differ as to the merits of the slip and half slip methods of picking it is a fact that an underripe melon sells better than an overripe one. The great mistake of most Eastern growers is in not picking their crop until after the flavor has left it. Pick daily and get melons into the shade and moving to market in the least time and with the least hardship possible. In crating, melons should be packed into the crate tight enough to spring the slats, the pressure on the slats being necessary to hold the melon in its position. When a melon gets to market the original cost of the melon is but a small part of the total, so do not waste high priced labor, crates, transportation and handlers charges on hog feed. Keep the poor ones at home. Only good melons pay.

WESTERN SEED GROWERS COMPANY

## Rocky Ford Cantaloupes



Modern Cantaloupe showing the close ribless solid net  
Eden Gem, 10-25 and Edwards Perfecto have  
been developed toward this type.

As originally grown our melon was of light net which were divided into sectors by smooth porous stripes which showed decay so rapidly that until 1904 growers were required to pick over their crops twice daily, hauling the melons to the cars at noon and again in the evening. The flesh was very thin, the cavity correspondingly large. One third of the melons were left in the cull pile, a third of what was left were pony size, not leaving one-half the crop to make any profit. The vines were so weak that early in the season rust began to ravage them, reducing the quantity and quality very much. Compare this melon with that of today with its almost air tight netting and without the weakening crease, the thick flesh with the improved golden color, a vine resisting the attacks of rust until the entire crop is harvested, the increased size and uniformity which has eliminated the unprofitable pony crate entirely and improved the pack wonderfully. Crops now ripen up dependably instead of rusting off in three or four days. Seed users have learned to obtain their supplies direct from the Rocky Ford growers, thereby eliminating many chances of disappointment. Melon growing has been placed on a higher plane and the amount of cantaloupes consumed in the country has been more than doubled through the improved quality furnished together with the lengthened season.

In this development the Western Seed Growers Company have had an active part. Our varieties and stocks always being up with the most progressive our patrons have at all times gotten the best seeds existing. For 1923 we are offering yet better stocks than ever before. We submit the following list, confident that all on it are profit makers and that all customers will be the better off for having patronized the Western Seed Growers Company.

## Pollock "Ten Twenty-five" Cantaloupe

At the present the Ten Twenty-five is the most largely used for long distance shipping of any of the various strains of the Rocky Ford Cantaloupe. Its almost exclusive use by the largest growing districts of the West is conclusive evidence of its excellence.

It is a heavy producer of well netted uniform sized cantaloupes which owing to the small percentage of waste on account of culls packs out more crates per acre than any other sort we have had. While the crop does not ripen up prematurely in three or four days, as do some melons, this variety does not drag along over an unreasonable period, but permits the harvesting of the crop without undue expense for labor. Producing heavily, harvesting cheaply and selling at top prices it has proven the most profitable melon for the carlot shipper. There is no question but the quality of this cantaloupe has been largely responsible for the increase in the quantity of melons now being consumed each year.

The Ten Twenty-five is described as a uniformly standard size, solid net, Rocky Ford cantaloupe. The flesh is of very smooth texture and a beautiful salmon color from the seed cavity to close to the rind.

Price for this seed, Super Seed grade, delivered is: One to five pounds, \$1.50 per pound; 5 pounds and up, not prepaid, \$1.00 per pound; packet 10 cents

## Edwards Perfecto

The past few seasons this melon has been attracting very favorable attention from growers here. On account of its extra thick meat and small seed cavity, which is in addition strengthened by unusually heavy seed cores, it is well fitted to withstand the hardships of long distance shipping. On many markets this melon has outsold the other strains of Rocky Fords and practically all growers who have tried it are enthusiastic about it.

The same size as other Rocky Fords, netted well but not quite as heavily across the creases as some others; flesh is of the deepest salmon; vines exceeding strong growers and rust resistant. Our stock of this seed is direct from the originator and is very fine.

Our prices for selected Super Seed grade: \$1.50 per pound, prepaid; 5 pounds or more, not prepaid, \$1.00 per pound; packet 10 cents.

## Burrell Gem

The Burrell Gem is descended from the Osage and is not a Rocky Ford Cantaloupe. It is a later melon, the flesh is a very deep salmon, highly flavored. While much better netted than any Osage it carries the same shape but smaller size, being only one-fifth longer than the Rocky Fords. Carries well to market and has been a dependable money maker for the growers.

We have an improved strain of this melon running more nearly solid net and a larger size than the original melon. As the larger sizes sell best and the extra netting improves the appearance you can appreciate the extra value of our stock. Super Seed grade: \$1.00 per pound; 5 pounds or more, not prepaid, 85 cents; packet, 10 cents.

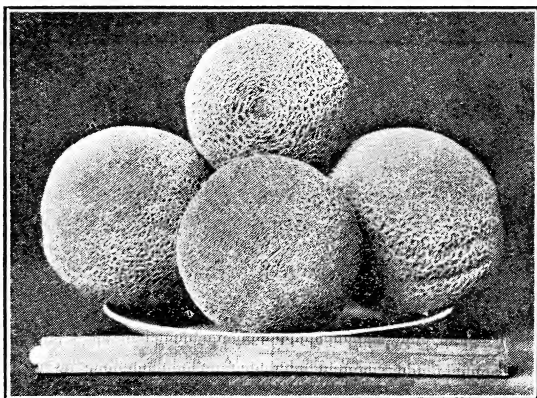
## WESTERN SEED GROWERS COMPANY

### Rust Resistant Eden Gem

The Eden Gem is the first selection of the original rust resistant melon of Pollocks that came into general use. The vine is a strong grower, not being easily affected by rust or disease and always maturing the crop up in good flavor. The fruit is very closely netted to prevent decay and evaporation, the seed cavity small and the flesh thick and of the original Rocky Fords green color and delicious flavor. We have never had a melon of more reliable quality and cash buyers at loading stations buy them in preference to any other.

They are not as uniform in size as the Ten Twenty-five nor as well adapted to picking by contract or with untrained help. Picking season also lasts longer. While this melon is as good quality as any this explains why it has been supplanted by the later introductions in many cases.

Seed of this melon: \$1.50 per pound, prepaid; 5 pounds or more, not prepaid, \$1.00 per pound; packet, 10 cents.



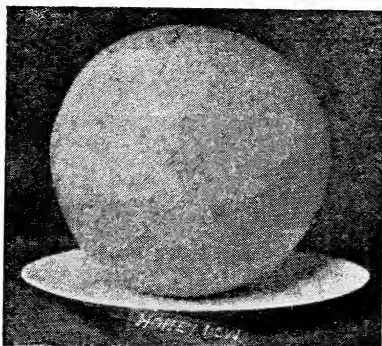
### Abbott's Pearl or Pearly Pink Meat

The foregoing melons have all been selections from the original or Netted Gem Rocky Ford Cantaloupe. This one on the contrary is a hybrid between the Eden Gem and the Banana muskmelon. From the Banana parent it gets the color of its rind and the color and flavor of its flesh, while from the Eden Gem it inherits size and shape and netting of fruit with the strong growing, rust-resistant vine. On account of the "pearly" color of the rind this melon can be recognized by the average consumer, to whom all other variations of the Rocky Fords are like coons, they all look alike.

This melon has been tried out in a limited way in many parts of the country and has generally paid better than other Rocky Fords. Shipped from here it outsells the others. It is one melon that pays to pick on the full slip for distant shipments.

Our supply of this seed is limited. While it lasts we offer it in Super Seed grade at \$2.00 per pound, prepaid; 5 pounds or more at \$1.75 per pound, not prepaid; packet, 10 cents.

## WESTERN SEED GROWERS COMPANY



### Honey Dew Casaba

The Casabas are a family distinct from the muskmelon or cantaloupe family. The most popular of this group being the large, smooth, white skinned, green fleshed one known in this country as the Honey Dew. Averaging about seven or eight inches in diameter and being tender fleshed it is generally packed in excelsior in one layer crates. Its unusually sweet flavor is well received by the consuming public and thousands of cars are now being sold yearly. If properly picked and handled it will keep for an indefinite time and is shipped without ice from Colorado to the Atlantic Coast cities. We offer the original widely used green fleshed stock in Super Seed grade at \$1.50 per pound, prepaid; 5 pounds or more, not prepaid, \$1.00 per pound; packet 10 cents.

### Knight's Early Muskmelon

The Knight is a greenfleshed well netted melon, valuable on account of maturing earlier than the Rocky Ford or other good melons and yet being at least their equal in flavor. While it will not bear the hardships of long distance shipments it is used in very large quantities for the local markets, where its freshness and flavor enable it to sell in competition with Western grown melons. If you are a local grower and have not tried this one you are missing a good chance for profit. We recommend it strongly to the local grower and urge that each one give it a trial.

There is a great deal of inferior stock of this melon being offered. We have selected our stock only after trials of many stocks from all known sources and we are confident there is none superior. Super Seed grade at \$1.50 per pound, prepaid; 5 pounds or more, not prepaid, \$1.00 per pound; packet, 10 cents.

### Bender's Surprise

This is a strain of the Tip Top which has taken the place of Tip Top in many of the latter's old districts. It is a bit heavier netted larger size and is said to ship and keep fresh for a longer period. We offer Super Seed grade at \$2.00 per pound; 5 pounds or more at \$1.50 per pound, not prepaid; packet 10 cents.

## WESTERN SEED GROWERS COMPANY

### Cucumber Seed

While the lowly cucumber gets little free advertising and is not such a public favorite as are the melons, still on investigation you will find that there is more seed of them used than of either watermelon or cantaloupe. Also it is safe to figure that, acre for acre, more expense is put on cucumbers than on melons and that profit depends as much on the quality of the seed used as it does in the melon industry. For this reason it is strange that the cucumber growers take so little interest in securing the best seed. Every season sees the visit of some growers agent to Rocky Ford in search of the best in melon seed but it is very seldom that any cucumber representative is seen.

The Rocky Ford district is now producing in excess of 95 percent of all the cucumber seed grown in the United States. Since the first cucumber seed crop was grown here members of the Western Seed Growers Company have been growing this seed in increasing quantities.

All varieties we offer are of our own growing from the best crops of the district. We make one price and one Super Seed grade on all varieties. We price all cucumbers on this and the following page at \$1.25 per pound prepaid; 5 pounds or more, \$1.00 per pound, not prepaid; packet, 10 cents.

### Black Spined Pickling Varieties

**WESTERFIELD'S CHICAGO PICKLING:**—Probably more of this variety is used than of any other pickling variety, especially in the West and Middle West. No other sort surpasses it in producing large yields of good quality pickles which possess the proper pickling qualities. In addition to being of uniform shape it takes salt and vinegar readily and makes a good firm well colored pickle.

**SNOW'S PERFECTION PICKLING:**—This is the latest introduction in a commercial pickle variety and is a very uniform cylindrical selection of the Chicago Pickle. Many of the larger pickle concerns are adopting it on account of the quality and quantity of pickles it produces and it is popular with the farmer grower for the same reason.

**THORBURN'S EVERBEARING PICKLE:**—An extra early short pickle not growing over 5 inches long. The fruit in the pickle stage is literally covered with the small spine knobs, making an exceedingly crisp pickle. We have a good stock of this and invite pickle packers to try it out, as we believe it will increase the quality of their stock.

**LONDON LONG GREEN:**—This is largely a home garden general purpose cucumber. As it pickles well it is used where long slim pickles are wanted. It will produce long slicing cucumbers with a good dark color earlier than any white spine variety and is used extensively for that also. On account of its not holding color long after placing on the market is not used extensively as a main crop slicer. Used extensively for sweet pickles after turning ripe yellow.

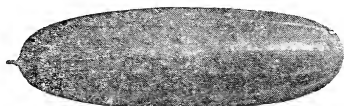
**IMPROVED LONG GREEN:**—A later, longer, more slender fruited variety than the London Long Green, it makes a fancy specimen wherever used. Used much the same as the London Long Green. See prices above.



## WESTERN SEED GROWERS COMPANY

### Shipping and Slicing Cucumbers

The American people of late years have become very large consumers of slicing or salad cucumbers. It has taken the seedsmen some little time to produce just the qualities needed for this kind of a cucumber. As yet many catalog houses are listing varieties of no value. The following list, while not extensive, lists all the sorts of which the use is increasing and whose values justify using. We have specialized in the growing of this class of cucumbers and you will find our stocks to be unsurpassed. All are white spines. Prices same as on preceding page.



**HENDERSON'S PERFECTED WHITE SPINE:**—At once the earliest white spine and the one having a fancy color that is very slow to fade. This variety being a hybrid from the never-fading Emerald has in great measure the never-fading quality enabling it to be shipped to distant markets and arriving as fresh as the day gathered. This is appreciated (and generally paid for) by the dealers and consumers and gives this cucumber the large use among shipping associations. Just a little bit short of medium length but its use is increasing by leaps and bounds as its quality becomes known. We advise its use in place of Improved White Spine and Earliest of All.

**EARLY FORTUNE:**—Like the Henderson this variety is coming into very large use among shippers. While it does not hold color as well it is very good color to start with and size a bit longer. The stock is very uniform, vines are rank growers and very heavy producers. Of medium length and medium early.

**KLONDYKE:**—A very popular cucumber in some sections being a good selection of the Arlington. Of medium length, very good color, medium early and prolific bearer. A fine mid-season main crop sort. We recommend it in place of the Arlington White Spine.

**EXTRA LONG OR EVERGREEN WHITE SPINE:**—A late, long, fancy colored cucumber, famous for producing large yields of marketable cucumbers. Vines are extra strong and on good soil there is seemingly no limit to the production of this variety. Under good cultivation there are few cripples or culls.

**DAVIS PERFECT:**—Famous as the cucumber producing fruits in field culture of such quality as to compete with the hot house grown stock. It produces a long tapering fruit of the finest of color, which is very permanent, holding up well on exposure to market conditions. If your market calls for a long cucumber try this on it, but do not unless you have rich soil. Grows to a length of ten to fourteen inches.

Prices on the preceding page.

